

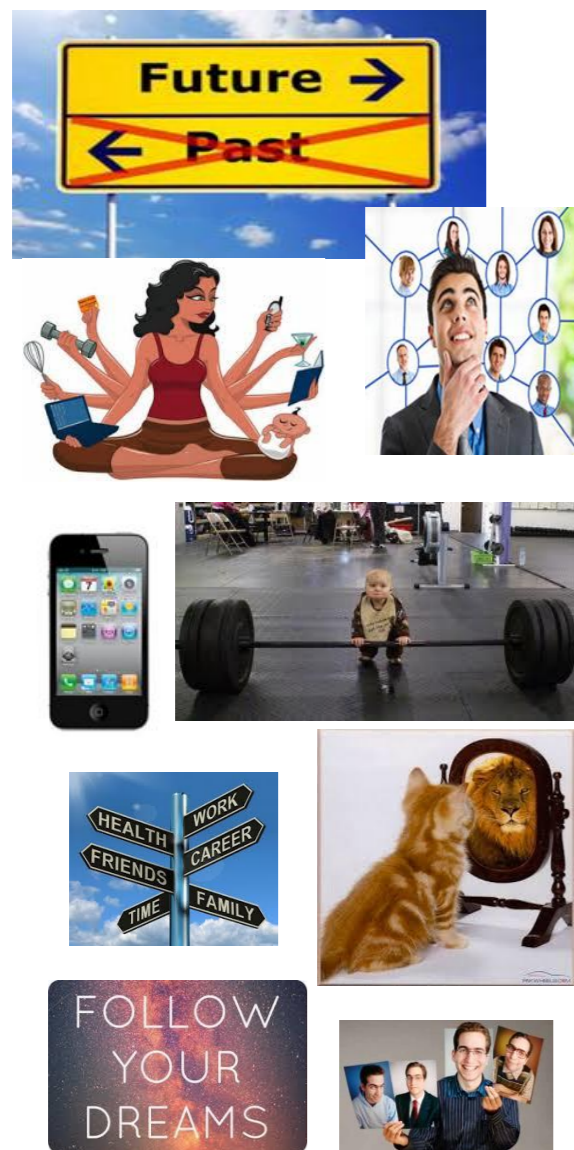
**Generation Z – a potrait**

# Generation Z – World view

- **A globalised world, where chaos and change is a condition.**
- **Freedom, flexibility and ongoing adjustment.**
- **It's about where we are going, not where we come from.**
- **ASAP is too slow, things happen in real-time.**
- **Present in time, not in space – FOMO.**
- **The individual is at the center, but inputs are always welcome.**
- **Decisions are based on feelings.**
- **Network of authority and role models**



# Generation Z – Education and identity



- **Education is a mean, not the target**
- **An educational institution is a service, not an authority**
- **Identity is the sum of lifestyle projects**
- **Ongoing adjustments in preferences and priorities**
- **Education must provide competencies and be fun**
- **The personal AHA experience at the center**
- **Community and common interests**
- **Ongoing evaluation to avoid waste of time**
- **Feedback as a two way activity**

# Generation Z – Information and communication



- Information just in case vs. just in time
- Mails are for Babyboomers, SMS is for GenX
- Messenger and FaceTime is for GenZ
- Phone calls must be made by appointment
- Facebook groups for mass communication
- Individual customized information
- Physical delivery of messages and personal relations
- Sender must be available 24/7